

**LABEL MARKING METHOD FOR MOVING WEB****ABSTRACT OF THE DISCLOSURE**

A method for marking a position along the length of a moving material web wherein a label having an adhesive pattern across its contact surface is attached to the edge of the web. A releasable adhesive extends across a central portion of the contact surface of the label, while opposing end portions of the contact surface are substantially adhesive free. The label is attached such that one adhesive free end portion projects outboard from the edge while the other adhesive free end portion is inboard of the edge.